

## **RTD Tea in Latvia**

Market Direction | 2024-01-10 | 28 pages | Euromonitor

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### **Report description:**

RTD tea is not considered an essential item in Latvia, and as such, during economic uncertainty, RTD tea is often cut from consumers' budgets. RTD tea is mainly consumed on the go, and the outbreak of COVID-19 and lockdowns proved negative for retail volume growth, with home seclusion dampening sales. While the decline slowed slightly in 2021-2022, the landscape has seen a deeper decline in 2023, with many people preferring other soft drinks, especially during hot weather, when more thirst-quenc...

Euromonitor International's RTD Tea in Latvia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Carbonated RTD Tea and Kombucha, Still RTD Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the RTD Tea market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Health and wellness trends limit purchases of RTD tea for children

Coca-Cola retains its strong lead, while the presence of private label expands

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